

DERECK SAN MIGUEL

FULL-STACK DEVELOPMENT STUDENT /
E-COMMERCE SPECIALIST

PROFILE SUMMARY

Graduated from University of Hawaii with a bachelor's degree in International Business. I also studied in Spain and New Zealand where I was able to focus on Marketing and Management while I was abroad for a year. I decided to continue my education and currently attending UC Irvine for Full Stack Development and will be graduating on July 27th, 2019. Currently an experienced full-time E-commerce specialist with a demonstrated history of working in the consumer goods industry.

CONTACT INFORMATION

- Number: 714-488-7729
- Email: derecksanmiguel0@gmail.com
- Portfolio: <https://derecksm.github.io/portfolio/>
- LinkedIn: <http://bit.ly/derecksm>

PROFESSIONAL SKILLS

- HTML5
- CSS3
- Javascript
- AJAX
- JSON
- Node.js
- MySQL
- SEO Research
- Google Analytics / Data Analysis
- Email Marketing
- Photoshop

WORK EXPERIENCE

Ecommerce Specialist

Incipio August 2016 - Present

- Assisted in the design of product / category pages to help create a better UX
- Devised a SEO strategy to increase leads from search engine traffic to Incipio
- Implemented online marketing promotions and seasonal sales
- Presented marketing plans, strategies, and ROI of past promotions in order to create better marketing campaigns
- Tracked keyword ranking for new devices and discovered opportunities to increase SERP ranking
- Collaborated with social media influencers and media sites for link building opportunities

Account Manager

Steele Logistics August 2015 - July 2016

- Handled daily operational shipping, receiving, and transportation to major retail organizations for our clients
- Managed inventory levels and the aging of product on the shelves
- Operated as the lead point of contact for our accounts
- Maintained client satisfaction by making sure their business is running efficiently and effectively

PAST EDUCATION

University of Irvine

Full Stack Development Program (Currently Attending)

- Learning front end and back end web development with a focus on mobile optimization, responsive frameworks, databases, and best code practices.

University of Hawaii at Mānoa

BBA in International Business and Entrepreneurship (2011 - 2015)

- Studied the global environment of business and how businesses must constantly adapt to their environment to succeed across borders.

University of Otago (Dunedin, New Zealand)

Exchange Program Spring 2014

- Studied Business Management and Marketing New Zealand while doing some personal exploration and development.

University of Sevilla

Study Abroad Program Spring 2013

- Immersed myself into Spanish culture so I could practice my Spanish daily. Learned how to be more open-minded, appreciate a variety of different cultures, and how business operations change from place to place.